

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

Ohio Media Strategies, Inc. 1480 Dublin Road Columbus, OH 43215

Contract # Schedule Dates **Advertiser** 

Agency

Product

Brand

Salesperson

103138 11/01/12-11/05/12

Everyone for Ed Leonard/Comm for Kim Brown for Entered By

Ohio Media Strategies, Inc. (3742)

Political/Candidate (1161) political candidate (1775)

Sales Office **Buyer Name** 

Phone/Fax CPE

**Account Types** Billing Type

Date:

House, WBNS (1254) WBNS-TV Spicer, Donald

L/B 20121031-1106 Local/Political Candidate

Standard Comments Leonard/Brown 20121031-1106

**Date Entered** 10/02/12 Last Modified

10/03/12 Erica Pegues

No

Normal

Commission % 15.00

Commission \$3,540.00 **Net Total** 

CO-OP

Demo

Headline #

Order Type

Package Deal

Sales Tax

\$20,060.00

Date:

Comments:

21

21

<u>Rate</u>

\$23,600.00

\$23,600.00

WBNS-TV (WBNS)

Nov. 2012

Grand Total:

By Broadcast Month Spots

Line	Line Type / Break Type (Ref #)	Dates	Sec	l.ength	Run Times	SPW	Мо	Tu	We	Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5A- 5:55A (EST)	1	х	:	: 1	1	1	I	1	\$800.00	\$800.00	WBNS-TV (WBNS)	5am News	10/3/12
2.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	5:57A- 7A (EST)	1		!			X	!	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6am News	10/3/12
3.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	) 5:57A- 7A (EST)	1	х	:					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6am News	10/3/12
4.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	7A- 8A (EST)	1				X	!	1	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	7am Early Show	10/3/12
5.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7A- 8A (EST)	1	х	!	i i		!		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	7am Early Show	10/3/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	8A-8:55A (EST)	1	х	:		 		1	1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	8am Early Show	10/3/12
7.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	8:58A- 9:55A (EST)	1		1			x ·		1	\$800.00	\$800.00	WBNS-TV (WBNS)	Live with Kelly	10/3/12
8.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	9:58A- 10:55A (EST)	1				X ;	i		1	\$800.00	\$800.00	WBNS-TV (WBNS)	Make a Deal	10/3/12
9.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	11:58A- 12:30P (EST)	1				x :		!	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	Noon News	10/3/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:58A- 12:30P (EST)	1	х	;	. (		!		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	Noon News	10/3/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:30P- 2P (EST)	1	Х			:	i		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	Soaps	10/3/12
12.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	6P- 6:30P (EST)	1		:	ì	X :			1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	5pm News	10/3/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6P- 6:30P (EST)	1	Х		· i	i	İ		1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	5pm News	10/3/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- 7:30P (EST)	1	Х			Ė		-	1	\$2,800.00		WBNS-TV (WBNS)	Jeopardy	10/3/12
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"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity."	Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or
otherwise made a part of the particular contract, is herby rejected."	2. Personal and of agreement for detectioning man purposes to distributions of the basis of face of climitary, even it maintains typed of

Accepted-Station:

Accepted-Agency/Advertiser:



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Product

Brand

Salesperson

103138 11/01/12-11/05/12

**Last Modified** 

Everyone for Ed Leonard/Comm for Kim Brown for Entered By Ohio Media Strategies, Inc. (3742) CO-OP

Political/Candidate (1161)

political candidate (1775)

House, WBNS (1254)

Sales Office WBNS-TV **Buyer Name** Spicer, Donald

Phone/Fax CPE

Account Types

Billing Type Comments

L/B 20121031-1106 Local/Political Candidate

Standard Leonard/Brown 20121031-1106 Date Entered 10/02/12

10/03/12 Erica Pegues

No

Headline # Demo

Order Type

Normal

Package Deal Commission % 15.00

Commission \$3,540.00 Net Total

\$20,060.00

Sales Tax

WBNS-TV (WBNS)		
By Broadcast Month	Spots	Rate
Nov. 2012	21	\$23,600.00
Grand Total:	21	\$23,600.00
- Market		
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Name of the second seco		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We 7	Γh F	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	4:58A- 6:56A (EST)	1	4			:	Х		1	\$400.00	\$400.00	WBNS-TV (WBNS)	Saturday Weekend News	10/3/12
16.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:28A- 8:30A (EST)	1	·	1	1			х	1	\$400.00	\$400.00	WBNS-TV (WBNS)	Sunday Weekend News	10/3/12
17.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8:58A- 10:30A (EST)	1	ı	1		:		Х	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS Sunday Morning	10/3/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:37A- 1:37A (EST)	1	x	1	1	1	1 1		1	\$200.00	\$200.00	WBNS-TV (WBNS)	Ferguson	10/2/12
19.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	4:25A- 4:58A (EST)	1		] :		; >	<b>(</b>		1	\$200.00	\$200.00	WBNS-TV (WBNS)	4:30am News	10/3/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:25A- 4:58A (EST)	1	ιx	I .	I L				1	\$200.00	\$200.00	WBNS-TV (WBNS)	4:30am News	10/3/12
21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- 12:37A (EST)	1	ı x	i	1	- 1			1	\$800.00	\$800.00	WBNS-TV (WBNS)	Letterman	10/3/12
			AAAA AAAAA AAAAA AAAAA AAAAA AAAAA AAAAA										***************************************					
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Accepted-Agency/Advertiser: Date:			Accepted-St	Accepted-Station:								Date:	Comments:	Comments:				

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